RESEARCH PLAN PROPOSAL

A STUDY ON CONSUMER PERFERENCE AND SATISFACTION TOWARDS SELECTED HANDICRAFT ITEMS (WITH SPECIAL REFERENCE TO JAIPUR CITY)

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Introduction

History of handicraft

The word handicrafts are made by two words hand + craft. Hand mean by made of hand or using simple tools in making of any item, ad craft mean a unique expression that represent a culture, tradition and the heritage of a country. That mean handicraft is a unique expression by using art on any item.

Handicraft is also known as artisanry, which mean a type of work where useful and decorative devices are made completely by hand or using simple tools.

The term handicraft is most frequently used for the 'art and craft". Art and craft work is not only a matter of happy but also creating useful as well as creative work for people, using natural materials and traditional techniques.

The history of handicrafts is almost 5000 years old.

Indus valley civilization the first references to handicraft found from the moen Jo Daro, sindh indus valley civilization aprox 3000 B.C - 1700 B.C. The Indus valley civilization had a rich craft tradition as well as a high degree of technical excellence in the field of pottery making store, metal and terracotta, Jewellary, weaving etc. The craftsmen not only created all the local needs items but surplus items also.

Development of Indian Handicrafts in B.C. / A.C.

Vedic Era

The Indus Valley civilization was allowed by the vedic age in 1500 B.C. when the vedas were written. There are no. of references in the vedus on artisans involved in pottery making, weaving, wood crating etc. In Rig veda particular reference to a variety of pottery made from clay, wood and metal.

State Empires

The concept of state was ushered by the rise of the Mauryan Empire in the 3rd century B.C. It is said that during the time of Ashoka 84,000

Stupas were built in India, including the world famous Sanchi Stupa, which has beautiful Stone Carving and relief work done on it. The iron pillars of Vaishali (Bihar) and Delhi, created during the time of Emperor Ashoka, are a marvel in the field of Metallurgy.

Post Maurya Era

In the period between 1st century B.C. and 1st century A.D, intrusions can be seen in the Buddhist Sculptures from Taxila, Begram, Bamiyan, Swat valley etc, which show a high degree of Greek influence. Jewelry, Sculpture, Textile Making, Leather Products, Metal Working etc. were the main handicrafts that inherited foreign influences and assimilated them in accordance with the Indian milieu.

Gupta Era

The Gupta (AD 320-647) age is referred to as the classical period in Indian history .The points in the field of craft include the rock cut temples of Ellora and the Ajanta murals. These murals give us a realistic view of the lifestyle of that time. The craftsmen of this period, under royal patronage excelled in Jewelry Making, Woodcarving, Sculpture, Stone Carving and Weaving.

Medieval India

The Medieval period of Indian history in the context of handicrafts showed a marked shift from north India to the Deccan and southern parts of the country. The handicraftsmen under the Delhi Kingdom period flourished in the field of Pottery, Weaving, Wood Carving, Metal Working, Jewelry etc. The fine example of stone carving from central India can be seen in the orm of the Khajuraho Temples, built by the Chandelas. Rich and ornate wood and stone carving can be found in medieval temple of Jagannath at Puri in Orissa.

The Indian Proposition

Indian Handicraft industry serves an important role in the development of economy of the rural masses and earns substantial foreign exchange. The major handicraft hubs in India are Moradabad, Jaipur, Saharanpur, Jodhpur and Narsapur. Collectively, Handicraft industry employed (directly and indirectly) about 1 million people. Handicrafts Exporters from India have an edge against its competitors like China, Philippines, etc. who generally produce machine-made products whereas Indian handmade products are more popular all over the world, courtesy, their exclusive designs and talented workmanship.

Global Scenario

Like India , many other countries take keen interest in promoting their handicrafts industry. A rough estimate says that the Govt. of Australia spends around $6.3 million per year , United States (one of the biggest player in the handicraft industry) employs an approximately 127000 people and accounts for approx US$13.8 billion and Canada nearly accounts for a total of over $100 million exports and employs about 22,597 persons in the handicraft sector.

Government Initiative

In an attempt to empower the rural sector Government of India has been quite supportive of the handicraft industry. Handicrafts craftsmen get many opportunities to showcase their products at well publicized trade shows and trade fairs.

Current Developments

After initial struggle Indian handicraft items are finding their rightful place in the world market. The products that have appealed more to the western countries are costume jewellery, hand-printed textiles and scarves, embroidered and crocheted garments, bags and purses, zari supplies, footwear, shawls, belts, chappals, and stoles etc.

Handicrafts of Jaipur

Jaipur, the capital city of Rajasthan is a paradise for handicraft shopping lovers. This title awarded to the city on almost all touring websites, traveling guides, blogs, shopping portals, and online catalogs called as the Treasure Trove of India, one can never be found empty handed.

Jaipur celebrated glazed blue pottery, which stemmed from Persia, is in. This stylish blue-colored pottery type is a blend of traditional touch and contemporary taste. It comprises of ornamental items, jugs, mugs, pots, plates and a lot more. Marble carvings of delicate vases, animals, human forms and Hindu gods gain high appreciation from the world.
Metal and brass workers of Jaipur are especially experienced in filling allure in a rather lifeless metal. Carved and lacquered brasses, ornamental items and sculptures are kinds of metal works that the royal city offers.
As with woodcrafts, drawer boxes, windows, carved doors, and picture frames are pretty. Besides, these woodworks possess antique appearance.

Following handicraft items are available

Jewellery

The handicraft jewelry from Jaipur are all very appealing. The traditional jewelry from Rajasthan, the bazaars of Jaipur actually teem

with exclusive gold, silver, metal, and beaded ones. Precious and semi-precious gems, pearl, and diamond-studded varieties do more than anticipated.

Handmade gold jewelry
Handcrafted gemstone jewelry.
Handcrafted lac jewelry.

Blue portray

The art of blue pottery was also inherited from the foreign land of Persia. The Persian skilled artisans started making blue glazed pottery made from multani mitti or Fuller's Earth. It was first developed by the innovative Mongols Mughals used it as an architectural part as tiles in their palaces and decorate their mosques and tombs.

Jaipuri blue pottery has some unique characteristics that are matchless. The way the pottery is fired at low flame and temperature is a method carried with precision. Equal creativity and care is taken while ornamenting the blue wares with the color that is done with squirrel's hair.

Quilts

Jaipuri handmade quilts or Jaipuri Rajai are made of cotton. Jaipur being one of the coldest northern regions during winters, quilts became popularly made in this city of wonderful handicrafts. Overtime, the skilled quilt makers evolved the art of making an effective type of quilt for the royalty and commoners.

Brass

Jaipur's brass engraving in the form of marori work shows the detailed lacquered designs in three forms. Its classy and fine effect covers the

complete surface of the brassware. Chicken work with beautiful flower motifs on a complete lacquered and chased background of brass and bichi work to call for an intricate design of flowers and leaves.

Jaipur ceramic handicrafts consist of ceramic bowls, crafts, crockery, ceramic cups, and flower vase. In addition, exquisite ceramic jars, ceramic kitchen set, pottery, and ceramic flowerpots are offered that are decorated with lively colors and designs.

Handloom

The Jaipuri handloom products such as tie and dye, a Famous handloom praoduct of Jaipur. Bagru & Sanganeri block printing by hand, hand-woven carpets and rugs are worth mentioning. As India's largest cottage industry, the ancient traditions are embedded deep within hand weaving and coloring or dyeing techniques used till today. Inspire of the advent of machines and their incorporations in various processes of textile production, the hand-made produce still holds its value ahead than the machine made. The block printing originally belongs to Bagru and Sanganer areas of Jaipur. Initially, they are using vegetable dyes. Nowadays chemical dyes have overcome the are.

Mojaries

Handmade jutis and mojaris from Jaipur add that spice to the delight of the footwear lovers from all over the world. Jutis and mojaris are the generic name for the handcrafted ethnic footwear practiced since ancient India. Craftsmen use burnished leather sewn to a cotton covering with eco-friendly and breathable cotton threads. Worn by the commonality as well as the royalty.

Painting

Jaipur homes all the above mentioned remarkably known hand painted miniature works. It's quite easier to discover the city for many miniature

paintings of deities, royal families, and popularly nature. The by lanes of Japer's Amer Road can be seen with such handicraft miniature paintings. In addition, other private art galleries also keep such beauties on sale.

Rugs carpet

Handcrafted rugs and carpets are now a fixation for the underfoot pleasure seeker. As the art of rug making spread to the rest of the world through various channels, it also darted its way to Jaipur in India. It is one of the important centers of hand woven carpets in the world.

Terracotta

Terracotta handicraft is seen widely in use yet the location changes every time. Within India, it is used in almost all forms according to the local traditions and cultures. For example, terracotta handicraft making is a meticulous art possessed by skilled artisans of Rajasthan. Jaipur being the centre of popular availability of terracotta handicraft items, various forms of decorative as well as domestic earthenware are seen stacked in the shops.

Textiles

Talking about the various textile handicraft art forms that are popular are pashmina shawl, paithani saris, gara saris, and banarasi silk saris. Being a highly labor oriented one, textile handicraft industry mainly occupies women artisans. Phulkari, block printing, jamawar, block printing, batik, tie and dye, and resist printing are popularly seen artworks on various textile handicrafts

Wood

Jaipur has a big store for gorgeous looking wooden collectibles in the form of wooden camels, horses to elephants. Brightly colored and forms of wood carved birds and puppets are widely seen in every crook of the bustling Jaipur bylanes. Other products include wooden utensils, boxes decorated with precious ivory inlay work, beads, accessories, etc. In view of the above facts of figures about handicraft items the next prime focus as a will be to relate consumer behavior of the sale of handicraft items.

Statement showing export of handmade carpets and other Handicrafts

ITEMS	2008-09 April-May	2009-2010 April-May	% age Increase/ Decrease	% Share of total	2008-09 @ 40.1893	2009-2010 @ 50.0619	% age Increase/ Decrease
1	2	3	4	5	6	7	8
A. Carpet & other Floor Coverings							
1. Woolen	462.26	386.47	-16.40	94.28	115.02	84.32	-26.69
2. Silk	21.74	15.88	-26.95	3.88	5.41	3.46	-36.04
3. Synthetic	9.24	7.56	-18.18	1.84	2.30	1.65	-28.26
Total (A)	**493.24**	**409.91**	**-16.90**		**122.73**	**89.73**	**-26.89**
B Other Handicrafts							
1. Art Metal ware	406.85	355.76	-12.56	26.54	101.23	71.06	**-29.80**
2. Wood wares	98.16	92.45	-5.82	6.89	24.42	18.47	-24.37
3. H.P. Textiles Scarves	205.45	178.92	-12.91	13.35	51.12	35.74	30.09
4. Embroidered & Crocheted goods	395.64	348.36	-11.95	25.98	98.45	69.59	-29.31
5. Shawls as Art ware	36.15	34.78	-3.79	2.59	8.99	6.95	-22.69
6. Zari & Zari goods	29.48	26.83	-8.99	2.00	7.34	5.36	-26.98
7. Immitation Jewellery	29.82	28.94	-2.95	2.16	7.42	5.78	-22.10
8. Misc. Handicrafts	289.63	274.80	-5.12	20.49	72.07	54.89	23.84
Total (B)	**1491.18**	**1340.84**	**-10.08**		**371.04**	**267.84**	**-27.81**
Grand Total (A+B)	**1984.42**	**1750.75**	**-11.78**		**493.77**	**357.57**	**-27.58**

Consumer behavior

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Step in consumer Buying Behavior

1) Information search

Once the consumer has recognized a problem, they search for information on products and services that can solve that problem.

Sources of information include:

- Personal sources
- Commercial sources
- Public sources
- Personal experience

2) Information evaluation

Consumers evaluate alternatives in terms of the functional and psychological benefits that they offer. The marketing organization needs to understand what benefits consumers are seeking and therefore which attributes are most important in terms of making a decision. It also needs to check other brands of the customer’s consideration set to prepare the right plan for its own brand

3) Purchase decision

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. The marketing organization must facilitate the consumer to act on their purchase intention. The organization can use a variety of techniques to achieve this. The provision of credit or payment terms may encourage purchase, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now. The relevant internal psychological process that is associated with purchase decision is integration. Once the integration is achieved, the organization can influence the purchase decisions much more easy.

Consumer Influence Factors

1) Internal influences

Consumer behavior is influenced by: demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings

2) External influences

Consumer behaviour is influenced by: culture, sub-culture, locality, royalty, ethnicity,

Characteristics of the Indian Consumer Behavior

The Indian consumers are noted for the high degree of value orientation. Such orientation to value has labeled Indians as one of the most discerning consumers in the world. Even, luxury brands have to design a unique pricing strategy in order to get a foothold in the Indian market.

Indian consumers have a high degree of family orientation. This orientation in fact, extends to the extended family and friends as well.

Brands with identities that support family values tend to be popular and accepted easily in the Indian market.

Different Segments of Indian Consumers

The Socialites

The Conservatives

The Working Women

India’s Rich

Rural Consumer

Changing Trends in Indian Consumer Behaviour

- Bulk Purchasing
- Trendy Lifestyles
- Buyers’ Market

Review of Literature

Various studies have earlier been carried out by various researchers in the field of customer perceptions and preferences.

Rita C. Kean, Shirley, Niemeyer, and Nancy J. Miller (1996) analyzed That a potentially profitable product category for retailers in tourist regions is handcrafted items. Porter's theory of competitive strategies served as the guiding framework for this study, which examined competitive strategies used by retailers who market crafts to tourists. Craft retailers (n=373) in three Midwestern states responded to a mailed questionnaire about their businesses and their selected tactics for competing in the crafts retail market. Retailers relied on strategies that minimized operational costs while considering quality, uniqueness, and innovation as important in their marketing efforts. Store type an number of years in business affected which strategies were used.

Ishwar Kumar, Ruchi Garg, and Zillur Rahman (2010) examined the cognitive influences of atmospherics on customer value, store image, and patronage intentions in an emerging market condition. Retail store visuals have the capacity to transcend the boundary between external worlds (Alan, 2002) and what is happening inside us.

Anne Marchand, Stuart Walker and Tim Cooper(2010) examined the perceptions and preferences of identified responsible, sustainable consumers with respect to functional products. The study is part of a larger research program that looks at material cultures and product design in relation to sustainable production and consumption.

Research Report (2009) presented by bascap studied about common patterns in consumer decisions to buy counterfeits and pirated goods not

limited to any sector or type of goods. We also were able to identify and test some of the most common arguments and messages used to try to deter the purchase of fakes, which are often invoked in public awareness campaigns but rarely tested for effectiveness.

Prof Tapan K Panda (2000)This research report is studied of issues and tries to test the variability in the perception of key indicators about entrepreneurial success. The author has conducted an elaborate study on the issue of entrepreneurship among small scale industry entrepreneurs in the eastern part of India. The findings will help in planning various strategies for removing the road blocks to entrepreneurial success.

Rungtai Lin and Chia-Ling Chang(2004) They viewed about factors affecting designers' and users' perception in innovation; these factors are discussed in order to eliminate differences between designers' and users' perception of innovative products. The results which they are studied Specific training in design has an influence on the innovative product , In all innovative product categories, only the category of "me-too" can be distinguished from other innovative product categories by all subjects whether they have a design background or not.

Marof Redzuan and Fariborz Aref (2011) They studied to identify the constraints and potentials faced by handicraft industry in a peripheral and underdeveloped region of Malaysia. The study was carried out in the Districts of Kota Bharu and Tumpat in the State of Kelantan, Malaysia, and targeted the entrepreneurs and workers in the silverware and batik handicraft enterprises, and also villagers who were not directly involved in these industries. It seeks to place handicrafts production in Kelantan within the broader theoretical context of rural industrialization and the development of traditional and peripheral rural areas.

McDonald, Seonaidh (2006) ,Studies of green consumer behavior, in particular purchasing and disposal, have largely focused on demographics and/or socio-demographics, with mixed and frequently contradictory results. To move the debate forward, we investigated a wide range of 40 sustainability activities with 78 consumers, who placed each activity on a matrix according to perceived effort and perceived difference to the environment. Patterns both across respondents and between certain pairs of activities were identified and we suggest that this model increases our understanding of how consumers view sustainable activities.

Hong-Youl Ha (2002) examines how consumer information processing affects consumers' perception of risk prior to purchase. In particular, this research focuses on pre-purchase information such as brand, word-of-mouth, and customized information. The results show that customized information and word-of-mouth communication influence consumers more than do other types of information from online auctions. Consumers rely on these two factors because they are based on consumer experience and relevant to product purchase.

Patrick De Pelsmacker, Wim Janssens and Caroline Mielants (2001) studied and related to their value system. Four value-related categories of consumers were identified:value-conscious consumers, ascetic idealists, hedonic self-seekers, andb value sceptics. The ascetic idealists, and to a lesser extent the value-conscious consumers, have a more positive attitude to fair trade in general, fair-trade shops, and fair-trade products. These individuals buy fair-trade products more often and spend more money on fair-trade products; they are more likely to favour the implementation of measures to promote the fair-trade principle.Hedonic self-seekers have the least positive attitude and behaviour with respect to fair trade.

Relevance of the study

The development of handicrafts in the country has been increasingly export-driven. India's principal export sectors are indicated below. These sectors account for very high employment potential, perhaps the highest among all product sectors, and also value-added component as much as the net foreign exchange earnings. Handicrafts is one of the key export segments of Indian trade with significant contributions coming from Rajasthan. However, the handicrafts sector of Rajasthan is faced with several problems such as

Unorganized marketing and inadequate market information;

Changing tastes of customers

High prices with poor quality

Inadequate support mechanism for product development;

Power interruptions and other infrastructural deficiencies;

Inadequacy of raw material at appropriate prices;

Lack of mechanism for dispersal of technology for enhancing productivity

Final finishing and lack of investment for fulfilling international requirements

And a general poor image of the country as a supplier of quality goods with consistency.

This sector thus needs inputs from research and development for bringing about the needed changes. Customer needs and requirements need to be the focus area for such sectors and hence this study can add qualitative inputs to the research problem at hand. A comprehensive understanding

of consumers can improve the odds of successfully introducing new products to the handicraft market. In addition to recognizing new opportunities, businesses that monitor trends over time can better respond to potential shifts in the demand for their current products.

Objective of the study

- To identify the constraints and potentials faced by the handicraft industry at Jaipur
- To gain information and insight into the perceptions of customers regarding handicraft products
- To evaluate the overall customer experience in the purchase of handicraft producs
- To seek to understand the choices, preferences and perspectives and key pscychological processes of identified customers regarding handicraft products at Jaipur
- To use this information to identify key implications for the marketing of products in handicraft industry of Jaipur

Hypothesis

- consumers purchase behavior discovers that consumers spend more time in search of options before they spend money for purchase.
- Consumers are less likely to choose Handicraft products that have little or no value.
- Consumers interpretations and evaluations of past experiences are greatly influenced by the ending and trend of events.
- Every consumer must take care of his own interest while buying the goods.
- The choices that consumers make influence them assessment of their own testes.

- The customers are fully satisfied with the product provided to them.
- Geographical condition effect the handicrafts industry.
- The effects of demographic factors on motivational influences to buy handicraft product .

Scope of the study

Rajasthan, with its rich historical, cultural and environmental heritage, coupled with various fairs, festivals and handicrafts has become a favorite destination for tourists from all over the world. Statistics of tourist arrival reveals that one out of every three tourists in India visits Rajasthan. 60% of the total area of the state is part of the Thar Desert i.e. 2.08 lakh sq km area of the country. The scarcity of water, lack of industries and an underdeveloped backward economy are the characteristic features of this area. Rajasthan with an area of 3.42 lakhs sq km is the largest state of the country and lies within the tropical zone. It occupies 10.43% of the total land area of the country. About 2/3 of the land area of the state is covered by Thar Desert. 12 districts to the west and North West of Aravallis, encompassing about 60% of the total area of Rajasthan come under this desert. Rajasthani handicrafts are riches in India. It is quite known for its exquisite handicrafts. Depicting the rich culture & tradition of the state, beautiful handicrafts of Rajasthan keep their exclusivity. Handicraft of Rajasthan is an add-on of attractions of the state. Travellers and tourists love to see and purchase exquisite handicrafts while on Rajasthan tours. Exquisite handicrafts of the state proudly depict the masterpiece creativity of the Rajasthan people.

Data collection

Primary data: The primary data will be collected using close-ended questionnaire, on which the respondent will be asked to indicate their perception. The questionnaire asses the dependent variable namely challenges, opportunities & factors affecting the consumer perception and preference towards handicraft industry

Primary Data: Personal Interview, through self developed questionnaire

Secondary data: The secondary data from different relevant sources such as in company literature; journal and the web are to be used to analyze the current situation.

Secondary data: Web sites of the company, Reports & Records

Research design

To address the demand side of handicraft items, it became clear that a lot of valuable work aimed at understanding consumers' attitudes toward these product is required. This will be the starting point. Once by gathering insights from the existing collection of materials, the present study will be able to build upon them by conducting new studies on handicrafts in the region.

This research is distinctive because it reveals common patterns in consumer decisions to buy handicraft items. The focal point in this research will be to explore the relationship between customer perception and preferences of handicraft items at Jaipur. Therefore, in this study a field survey will be conducted in different customer groups.The objective of the field survey will be to capture customers' perception of value and product image at an experience stage.

Data analysis

The tool used for the field study will be a structured questionnaire will begin with questions on demographic characteristics such as name; store type in which the customer was shopping; age; gender; whether the customer was shopping alone, with family, or friends; whether they were regular or first time visitor; their frequency of visit in a month. The analysis will be later carried on using various statistical tools such as t-test, correlation, ANOVA etc

Limitations

- Consumers are become more cautious with their spending.
- High price of handicraft product.
- No marketing of these handicraft products.
- Retailers have mad to become extremely price competitive.
- Local Retailers face a lot of competition which is passed by foreign players.

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Chapters scheme

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Consumer behavior about purchasing of products
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Conclusion